

# FABRICUT®



## The Designer's Case Study: Rockville Interiors

*Here at Fabricut we love a good case study that shows how our designers are using our product to be more successful. Here's what one of our customers did to increase their following – and how you can too!*

### Customer - Rockville Interiors

Rockville Interiors specializes in home interior design and custom fabrics, including upholstery, furnishings and window treatments.

### Goal

Rockville Interiors wanted to drive more traffic to their social media profiles so that they could increase engagement and likes on Facebook.

### Approach

They created a Facebook contest to ask their customers what they would do with a certain type of Fabricut fabric for a Home Design Makeover worth \$5,000. The Facebook fan with the most novel idea would win. The contest was also cross promoted on Instagram and Twitter and supported with Facebook advertising.

### Materials

- Fabricut's Shibori Stripe fabric in indigo
- Facebook posts (several times per week)
- Facebook Advertising
- Contest Video
- Contest Graphics
- Before and After Photos

### Results

Rockville Interiors received tons of entries on their Facebook due to the contest, and 524 new Facebook likes during the contest period. While they say their new likes came from their Facebook advertising mostly, their organic audience viewed 89 pages and were responsible for 2,344 post engagements.

### What could this mean for you?

People like to take part in a good contest. They also like to imagine how they could create better home design solutions. Think about a marketing goal you would like to achieve, create a contest with an incentive, and give your audience ownership in the solution. You will be surprised by all the creative solutions they find.